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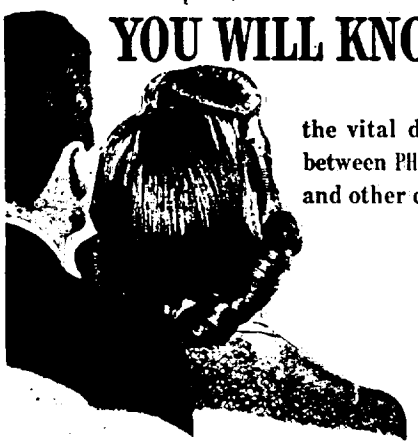
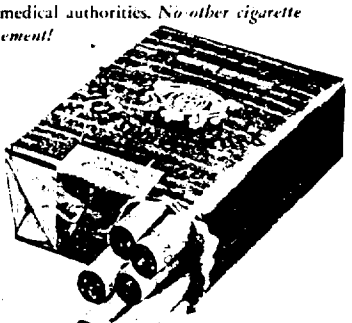
15 SECONDS FROM NOW YOU WILL KNOW –



the vital difference between PHILIP MORRIS and other cigarettes

READ IT—the findings* of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT, DUE TO SMOKING, CLEARED COMPLETELY OR DEFINITELY IMPROVED! **NOW TRY IT**—enjoy the world's finest tobaccos ... *plus* superiority for the nose and throat that is recognized by eminent medical authorities. *No other cigarette can make that statement!*

*Reported in authoritative medical journals



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America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

THE KEY TO MORE SMOKING-PLEASURE

without smoking-penalties!

YOU'LL like Philip Morris—find them vitally different from other cigarettes. This difference makes Philip Morris better for your nose and throat—superiority recognized by eminent medical authorities. So... why wait?

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